



## Activities Guide Advertising Opportunities

The City of Brentwood Parks and Recreation Department offers one of the best advertising values in the community. As an advertiser in our Parks & Recreation Activities Guide, your messages will reach over 25,000 households in Brentwood, Byron and Discovery Bay through direct mail and is also available on the City of Brentwood's website. Our Guide is distributed three times per year, and on average, is kept in most households for over three months. In a recent survey, over 81 percent of our registrants listed the Activities Guide as their main source for information regarding recreational activities.

Display Dimensions	
<b>All ads will be sold and placed at the following ad size dimensions:</b>	
¼ page wide/tall – 3.5" wide x 4.75" high – black and white	
½ page wide – 7.25" wide x 4.75" high – black and white	
½ page tall – 7.25" wide x 9.75" high – black and white	
Full page 7.25" wide x 9.75" high – black and white	
Back cover – 7 3/8" wide x 8 3/8" high - 4 color	

Advertising Rates		
Size	1 issue	20% off for 3 issues
¼ page	\$350	\$840
½ page	\$550	\$1,320
Full page	\$1,000	\$2,400
Back cover	\$1,200	\$2,880

### Submitting Your Advertisement/Artwork:

- Preferred file format: Vector image EPS (Encapsulated Post Script) file format with FONTS OUTLINED. –OR–
- Print quality pdf (high resolution) with ALL FONTS EMBEDDED.

### For More Information:

Sue Barry, Recreation Supervisor  
(925) 516-5363 or [sbarry@ci.brentwood.ca.us](mailto:sbarry@ci.brentwood.ca.us).

“. . . adding joy to people's lives"



**PARKS AND RECREATION DEPARTMENT**

**ACTIVITIES GUIDE ADVERTISING CONTRACT**

**Business Name:** \_\_\_\_\_

**Date of Contract:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

\_\_\_\_\_

**Fax:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_

**Cell Number:** \_\_\_\_\_

**Issue:**

☐ **Summer**

(June 1 – Sept. 30)

☐ **Fall/Winter**

(Oct. 1 – Jan. 31)

☐ **Winter/Spring**

(Feb. 1 – May 31)

**Deadline for**

**Ad Submission:**

March 19, 2012

July 24, 2012

November 16, 2011

Ad Size	Single Issue Price	# of Issues	Total	Payment Information
¼ page				<input type="checkbox"/> Single Payment <input type="checkbox"/> Multiple Payments <i>(Payment for each issue must be received prior to printing date)</i> <input type="checkbox"/> Check      Check No. _____ <input type="checkbox"/> Cash <input type="checkbox"/> MasterCard, Visa or Discover
½ page				
Full page				
Back cover				

**Terms & Conditions**

1. Advertisers shall remit payments according to the payment terms. The City of Brentwood ("City") will not print ads in which payment has not been received by the deadline date.
2. The City reserves the right, at its sole and absolute discretion, to refuse to publish any advertising and all advertising will conform to the attached Advertising Policy.
3. This contract shall be binding on the Advertiser, and in effect, only when signed, approved and accepted by the Director of Parks & Recreation of the City.
4. The title "Paid Advertisement" will be included at the bottom of each advertisement as determined by the City.
5. Cancellation or changes to an advertisement must be made in writing twenty-one (21) days prior to print deadline.
6. Final approval of all advertising content, copy and layout/placement will be given by the Director of Parks & Recreation.

City of Brentwood

Advertiser

\_\_\_\_\_  
Craig D. Bronzan, Director of Parks and Recreation

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name